MERCHANDISING SUPPLEMENT
Electricity on the Farm

Vol. 3 DECEMBER, 1930 No. 12

Helping the Dealer

The following paragraphs, appearing in the current issue of "Myers Water Way," give a prominent manufacturer's opinion on the cooperation afforded dealers by power companies. It is well for dealers to bear the points brought out in mind, and to realize that in power companies they have capable allies.

Few dealers fully realize to what an extent electric power companies have developed a new market for the implement, hardware and plumbing trades. Some dealers consider their local power company an enemy rather than a friend.

With few exceptions power companies have endeavored to be fair in their attitude toward the dealer. By advertising, demonstrations and salesmen—all costing good money—they have built up a demand for electrically-operated water systems, power pumps and many other implements that save the user time and money, yet they have seldom trod on the dealer's toes by selling these implements direct to the farm. Instead they have said to the farmer, "Here's how you can save money by using our power. Go to your local dealer for the necessary equipment."

If you are not acquainted with your local power company manager call on him today—he will be glad to cooperate with you.

Selling Water Systems on the Farm

By J. P. SCHAENZER

SIXTY-SIX automatic electric water supply systems were sold in a campaign during the month of June in the Eastern Division of the Wisconsin Power and Light Company. The sales volume from the sale of these systems amounted to $9,030.23 or an average of $136.82 for each system sold. The annual revenue for electrical energy sold to the users of this equipment is estimated to be about $1,200.00. Is this worth while?

Electric utility companies as a whole have not been very successful during the past in selling water supply systems. This has been and still is due primarily to the fact that rural salesmen do not know water supply equipment, the installation seems very complicated to them, they consider it hard equipment to sell and oftentimes the salesman does not get much help or encouragement from executives.

Up to last June, this same condition existed in the Eastern Division of the Wisconsin Power and Light Company. The rural salesmen were not water-supply conscious. What was done to remedy the situation?

A Real Opportunity

Early last winter Mr. F. J. Cottrill and Mr. W. D. Hemker, sales manager and rural engineer of the Eastern Division respectively, decided that there was a real opportunity in the sale of water supply systems in added revenue to their company. Besides, they were convinced that they would render a greater service to the farmer by selling him an automatic electric water supply system than by selling him any other equipment.

To determine the status of the kinds of water supply systems used in their territory, a survey was made. This was taken care of by the meter readers at the time the meters were read and so entailed very little additional time and expense. The survey revealed the following:

Kinds of Systems	Total Number	Per Cent
Electric systems and jacks	1507	34.0
Hand pumps	2076	47.0
Windmills	280	6.3
Gasoline engines	340	7.6
Springs	72	1.6
Steam pumps	8	.18
No wells	147	3.32
Total	4430	100.00

This survey showed that there was a market for 2,923 electric water supply systems on farms and in villages not having the advantage of a central water supply. This survey also included the names and addresses of all the prospective customers and what the farmer said with reference to his present system and his desire to own an automatic water system. The attack was aimed primarily at the gasoline engine owners because they are sold on a better system of pumping water. They also perhaps have had more or less trouble with the gasoline engine during the winter months and so are anxious to secure more dependable and less time-requiring equipment.

An educational meeting was held in each of the three districts—Fond du Lac, Sheboygan, and Clintonville. These were held the last week in May with the idea of training the salesmen and service men. Manufacturers and a representative of the University of Wisconsin assisted in the explanation of the types of water systems to be sold so that the men understood the operation and how to figure an installation.

At this same time, the sales personnel was given a prospectus and thus acquainted them with all of

the details of the campaign. The regular payment plan of ten per cent down with the order and the balance in twenty-three equal monthly payments was used. If the customer wished to pay cash within thirty days, the cash price as given in the prospectus was allowed. A nominal amount was also charged for installing the system.

Trade-in Allowances

Trade-in allowances of $12.50 were permitted for a gas engine or a windmill. Where only a hand pump was traded in, an allowance of $5.00 was given. In no cases was an allowance of $17.50 given for both engine and pump.

A bonus of $1.50 per system sold was given to the salesman making the sale. If five or more sales were made, the bonus was increased from $1.50 to $3.00 per sale. The regular commission was also paid on all equipment. A cash award was also offered by one manufacturer to the salesman selling the largest number of their systems. A complete report of all the systems sold was sent to each district and also the commercial department of the company at the end of every week to keep everyone informed of the progress of the campaign.

Quotas in this activity were based on man power rather than on a meter basis. This part of the program was given careful consideration and it was agreed by those responsible for the sales in the respective districts that a quota of eight per man was a fair number of water systems to be sold. As there are nine rural salesmen in the division, a total of 72 water supply systems was set up as the quota for the campaign.

Direct Mail Advertising

Knowing the kinds of systems in use and by whom used, it was possible to start an effective direct mail advertising campaign. Four attractive folders and personalized letters on the benefits of running water under pressure, and the low cost of operation were sent to all prospects at intervals of about a week. Each letter was signed by the district manager. Each letter contained a return post card indicating the interest of the prospect. Letter No. 1 was sent to each one of the 2,923 prospective customers. Letter No. 2, although printed, simulated longhand and was sent only to the people using gasoline engines as power. A second letter, Letter No. 3, was sent to the remainder of those listed in the survey. These were followed by Letter No. 4 which again was sent to the entire mailing list.

Three reliable makes of deep and shallow well systems were sold the month of June. Two full-time and several part-time factory field men assisted in acquainting them with the talking points and advantages of an electric pressure water supply system over an electric pump jack.

In several cases complete plumbing fixtures for the house and barn were handled. Where piping and plumbing fixtures were sold, the utility did some installing and the remainder was sublet to plumbers and contractors. In every case the sale was made with the understanding that the equipment was to be installed and operating. Complete yet simple information was included in each prospectus covering the costs of time and cash payments, installation, ditching, accessories, etc.

Salesmen Demonstrate

Each salesman carried a shallow well system with hose and electrical connection installed on his truck for demonstration purposes. This enabled him to drive into a farm yard, drop a 25-foot length of hose into an open well, cistern or stock tank and operate the system by sprinkling the lawn, garden, or show the fire-fighting possibilities of a pressure water system.

One per cent, or 296, of those receiving the letters and advertising literature returned cards. Personal calls by the salesmen followed the cards and plans were laid so that by the end of the campaign every prospect was contacted. Out of these 296 prospects 66, or 22 per cent, purchased water supply systems. Of these, 57 were shallow well and 9 deep well systems. The number of systems sold per man ranged from none

for only one up to 13 for the largest number sold.

While the quota of 72 was not reached, Messrs. Cottrill and Hemker are very much pleased with the success of the campaign and say that it indeed was worth the effort. It is felt that the campaign accomplished the following:

1. It relieved the farmers who purchased systems of the water pumping burden.

2. It established confidence and friendliness on the part of the farmer to the utility because of the service rendered and will pave the way to other electric appliances.

3. It increased the merchandise sales of the utility.

4. It increased the sale of energy for the utility.

5. It trained the sales personnel in the sale, operation and installation of this equipment.

6. It made the salesmen water-supply minded and they will continue to sell complete water systems in the future rather than pump jacks.

7. It assisted the manufacturer in disposing of his equipment.

LETTER NO. 1

WISCONSIN POWER AND LIGHT CO.
Fond du Lac, Wisconsin

Mr. John Harris
Bowler, Wisconsin

Dear Mr. Harris:

Just what would you think of having a handy man around your place who would pump water for your stock and carry it right to the barn, pump water for your wife's household needs and carry it right into her kitchen?

You ask, "How much would I have to pay him?" The answer is you can hire this man (name of system), for from two to five cents a day according to the size of your family and the number of cows and horses in your barn.

Beginning next week, June 1, we are extending to you the most unusual offer we have ever been able to make on water systems. For only a small amount down with the balance in surprisingly small payments you may have a complete (name of system) Water System.

Think what it would mean to you in the winter time to have running water right in the barn and in the house!

During this month we are equipped to come right out to your place to show you how this system works and explain how much it will save you in dollars and cents.

So sign the inclosed post card. We want you to see this splendid system. There will be no obligation to buy. Send the card back today, we pay the postage.

Respectfully yours,
(Signed)
District Manager.

LETTER NO. 2

WISCONSIN POWER AND LIGHT CO.
Fond du Lac, Wisconsin

Mr. Peter Jones
Bowler, Wisconsin

Dear Mr.. Jones:

You realize what a big help an engine can be about pumping water. How would you like to have a real (name of system) Water System in both barn and house for only a small amount down and the rest in very small payments?

Running water where you need it most, for only two to five cents a day, is a mighty fine investment. You'll be proud to have this convenience on your place.

Send the post card today for facts about the system. The special offer with an allowance on your old gas engine lasts only during June. The card requires no stamp. We pay the postage. Drop it in the mail today.

Very truly yours,
(Signed)
District Manager)

P. S. We urge you to let us talk this water system problem over with you. There is no obligation to buy.

LETTER NO. 3

WISCONSIN POWER AND LIGHT CO.
Fond du Lac, Wisconsin

Mr. John Harris
Bowler, Wisconsin

Dear Mr. Harris:

When you come up from the field dead tired from a real day's work how would you feel if you knew the stock was watered and you didn't need to lend a hand at toting in an extra pail for the Mrs.?

"You can take away every convenience I have, but our water system would be the last thing I'd give up. Send anyone to me and I'll be glad to tell them what a water system does for this farm. We wouldn't part with it." That's what a farmer and his wife near Fond du Lac have to say for their water service that serves both barn and house.

Gallons of water—enough for all your livestock and plenty for the house will only cost you from two to five cents a day. You couldn't hire water pumped for that!

We sincerely believe you will want complete information on

(*Continued on page S 12*)

RURAL ELECTRIFICATION Salesmen's Forum

Present Status of Electrical Incubation

ARTIFICIAL incubation is not, as may be commonly supposed, a practice which originated in the United States, but, on the contrary, one which has been in use from time immemorial in both Egypt and China. The development of incubators has taken place largely in the United States and as a result they are now manufactured here and are being exported to Europe and Asia. Thus, while the practice originated abroad, the present equipment, which was developed here, is being shipped abroad to replace the less advanced equipment which may have been used for many centuries there.

All-Electric Operation

The use of electric incubators should be of particular interest to power company representatives and dealers in poultry equipment. It is estimated by poultry experts that between 40 and 50 million chicks are hatched annually in the state of Indiana alone, a very large percentage of which are hatched in commercial hatcheries. The majority of these hatchery owners, whether the capacity of their plants be large or small, use electric power for heating and ventilating the incubators used in them. In some cases electric power has been used only for operating the fans in the incubator, but during the past two years a number of manufacturers of such machines have provided electric heaters for them to replace those which used other fuels. This has resulted in many changing over to electric heaters and all-electric operation.

Hatchery owners who are using electric energy for fuel and power are usually enthusiastic over the results which they have secured and cite the advantages of economy, ease and accuracy of control, and lessened fire hazard over other fuels.

Electric current is more economical than other fuels for operating their incubators when fuel and labor costs are combined. Operators find it takes less time to check and maintain uniform temperatures in their machines each day. The actual cost of current at three cents per kilowatt hour often exceeds the cost of coal for the same size machine, but the advantage comes in reduced labor in caring for the heater.

A definite uniform temperature for 24 hours, or as many weeks, can be maintained in the egg chamber with the automatic controls provided with these machines. These controls are very sensitive to slight temperature changes, yet they are easily adjusted by any operator to carry the exact temperature desired within the machine. A uniform exact temperature throughout the period of incubation is necessary for maximum hatches.

Eliminates Fire Hazard

The safety from fire hazards in any type of building, provided care has been taken in making the installation of service lines, is a very important feature. Many hatcheries are operating a part, if not all, of their machines three to nine months each year. The ordinary hatching season is from three to six months for most hatcheries. This means that the incubator heater is in continual operation and requiring care from 90 to about 300 days each year, a very desirable factor from the power company standpoint. With coal, oil, or gas heaters, this means extra cau-

tion and more dependable care by the operator, if fires are to be prevented, than is required for electric heaters.

The objections raised to this type of fuel may be grouped under two headings. First, interruptions in current supply, and, second, the high cost of current, if auxiliary heat is not available for the incubator room in which the machines are operated, or the rate per kilowatt hour exceeds three or four cents.

Service Breaks Serious

Power companies or service corporations that may have long delays in repairing lines crippled by storms or power plant breakdowns should not attempt to develop this line of service until they have met their plant and line problems and feel certain of their ability to deliver constant power with very few, and these only short, periods of interrupted service. Most incubators can be without heat for several hours with little if any damage to the hatch. Breaks in service that mean delays of five hours or longer may affect the results of the hatch.

The problem of high cost of fuel when operating in a cold room is being met by heating the operating room to about 70 degrees F. with other fuel. This practice is being followed by the most successful hatcheries, whether they use electric incubators or other types, because they secure a higher percentage of chicks and more uniform hatches throughout the hatching season.

Beyond Experimental Stage

Incubators using electricity for heat or ventilation are past the experimental stage. They have demonstrated their value and dependability in the hatchery and in the farm poultry plant. Many hatcheries that are establishing new plants, enlarging present capacity, or replacing old equipment are installing electric machines in preference to all other types. To meet this growing demand in sections where dependable power lines are available, many of the incubator companies have added electric machines to their lines of equipment.

The initial cost for electric incubators is practically the same, or slightly less, for each 100-egg capacity than for other types, whether of small or large capacity.

Capacities for incubators vary from less than 100 eggs to 52,000 eggs for one machine. Machines of 1,000 or more capacity may be divided into two types, the cabinet and the sectional. The cabinet type is the more compact unit with tray racks of the ladder or drum type for holding the eggs inside the egg chamber. The sectional machine is made up of separate units holding usually 150 to 300 eggs in each compartment and these compartments carried in single or multiple decks to a length that will give the capacity desired. The cabinet type is the most economical in fuel use, and the larger the capacity the less is the fuel cost per egg incubated. Hatcheries equipped with sectional type machines operate under a much higher fuel charge than those with cabinet machines when using the same kind of fuel. In spite of higher operating cost, some hatcheries are using the electric sectional type in preference to cabinet machines, but for other reasons than cost of fuel.

Substitute Electricity

There are available today electric heating elements designed to replace the oil, coal, or gas heaters on the incubators already in use. Some of these heaters have merit and may be substituted satisfactorily for the heater in use on the machine. In many instances the installation of this electric heater interferes with the ventilation of the egg chamber and the uniform distribution of heat, or it is decidedly uneconomical in cost of operation. If such a substitution is contemplated, the advice of the incubator company from which the machine was purchased should be obtained before going ahead with the change. If the heater is used to replace the oil or coal burner for heating the air or water that is circulated through the machine, there is no danger of interfering with the ventilation and heat dis-

Number of Hens Kept	Eggs Set	Chicks Brooded	*Average Cost Hatchery	Custom Hatch	Home Hatch
100	800	400	$60	$52	$22
250	1600	800	120	104	44
500	3000	1500	225	195	82.50

*Hatchery cost average taken 15 cents per chick. Custom hatching 4 cents per egg, farm furnishes eggs. Home hatch, eggs valued at 30 cents per dozen plus ¼c. per egg fuel charge, no charge here for equipment or labor.

tribution within the egg chamber, but the cost for fuel may be much greater than the coal or oil for the same job.

Whether the electric incubator or any other type of incubator has a place in the farm poultry plant is still an open question. If it performs a real service that is convincing to the farmer who operates it, then it decidedly belongs on that farm. This service may be rendered in several different ways; it may save sufficient money over the cost of hatchery chicks or "custom hatching" of eggs to make the income for labor and attention required for operation worth while because of the large number of chicks required to maintain this particular farm flock.

Detailed Records

In some instances the money saved is no object, or it may actually cost more to do home hatching, but special breeding work is being carried on which requires detailed records on each egg or chick and this must be done on the farm.

For other flocks the reasons may be prevention of disease, distance from a reliable hatchery, or more confidence in the quality of the home flock than any other flock available to the hatchery. The decision, then, should be left to the prospective farm patron as to whether or not he should purchase an incubator and hatch his own chicks.

If financial gain is the chief reason for hatching at home, the above table of estimates may be helpful in determining what size the farm flock must be to return sufficient income to justify the study, investment, and labor required for successful operation of incubators:

Field reports from many farms in Indiana and other central states justify the use of these definite estimates of numbers and values because they so closely approximate actual conditions on individual farms in most sections of the state.

Hatching Costs

From these estimates, it is readily seen that the farmer with 100 hens in the farm flock and 400 chicks brooded each year has a prospect of from $32 to $38 income for his labor and investment in equipment if he does his own hatching. The flock owner with 500 hens and 1,500 chicks brooded has a possible income for his labor and investment in equipment of $112.50 to $142.50. Neither one of these incomes may be worth while to some farmers because they may have more profitable ways to employ their time due to the types of farming in which they are engaged, To other farmers, this income may be decidedly worth while, either because their time is available for this extra chore or it furnishes an excellent occupation for some member of the family. In all cases the surest satisfaction comes from those purchasers of equipment or power service who make their own decision with the facts available on the problem as it applies to them.

The cost of incubators varies quite widely, the same as for other kinds of equipment. Most small capacity incubators range between $15 to $25 per 100-egg capacity. The large or mammoth machines range from $12 to $18 per each 100-egg capacity.

Taking No Chances

Mother: "Now, Willie, I want you to get acquainted with the new nurse. Go in and kiss her nicely."

Willie: "Yes, and get my face slapped like papa did?"

Survey Shows Farm Business Improved in 1930

The Public Service Company of Northern Illinois, in a report covering farm business during the first six months of 1930 and which was prepared from a survey made by that company, state that farm business showed an improvement over a like period for 1929.

The substance of this report is given below, and wherein may be found the solution for such a favorable report in business.

"Ground must be plowed, seed must be sown, and crops must be harvested. These three fundamental operations the farmers perform regardless of what the world thinks about business, and in the performance of those operations, they are consistent in their buying of equipment," states the report.

"Farmers have shown us that they believe in buying quality electrical equipment by buying from the Public Service Company $52,238.17 worth of electrical appliances. This includes 113 electric ranges and 41 refrigerators."

The Elk Grove Township section, a truck farming area, is one of the districts covered by this company is today an excellent example of farm electrification, and a territory formerly not thought of as having farmers, has 78 electrified farms out of a total of 123.

Another district the report states is setting the pace by keeping ahead of the quota with 138 percent of their six months' allotment on farm line extension electric service agreements.

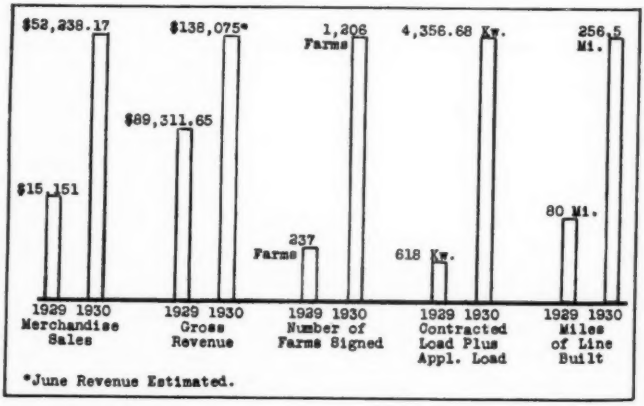
The Elmhurst store, which is another of the company's districts, is planning a permanent farm equipment display. R. H. Bloedel reports that the West Chicago store display has resulted directly in the sale of 5 pump jacks, 5 brooders, 3 electric hanges, 3 motors for clipping machines, etc.

Farm Wiring

Heretofore considerable time has been spent by company representatives in furnishing prospective farmer cutsomers with wiring diagrams. This has now been eliminated by a standard form of wiring plan, which not only saves time, but is the means of rendering a real service to the farmer as well as the wiring contractors, and makes it possible to properly direct farm wiring activities. C. V. Kallal is chairman of the farm wiring committee.

Model Farm Activities

During the past year four meetings of the 4-H Club totalling 150 boys and girls, and four meetings of the Lake County Pure Milk As-



sociation with a membership of 95, were held at the Model Farm, at Mundelein. Others visitors at the farm included: 620 students from Coyne Electrical School, three distinguished guests from Wales, one from Glasgow, one from London, one from Porto Rico, 26 members of the Chicago Real Estate Board, and 40 members of the Illinois Bankers Association. Since January 1, 1930, 12,609 people have visited the Model Farm—an increase of 22 percent over the first six months of 1929.

Electrical Equipment on Farms in Washington

"DURING the past year there has been a very decided increase in the use of electrical equipment on the farms of the State of Washington," says L. J. Smith, head of the Department of Agricultural Engineering. The records of some of the utilities are not so kept as to distinguish between equipment going out on farms and that used in the towns. It has been possible, however, through the courtesy of Mr. J. C. Scott, the Farm Electrification Specialist of the Puget Sound Power and Light Company, to secure a report on the equipment connected to their lines west of the Cascades and in the Wenatchee area.

During the year 1929 the following equipment was installed:

- 3,353 domestic and irrigating electric pumps.
- 100 general farm motors.
- 400 milking machines.
- 600 electric cream separators.
- 5 chicken scalders.
- 221 electric battery brooding units.
- 443 electric brooders averaging 750 chicks.
- 53 mammoth incubators, from 9,000 to 16,000.
- 105 standard incubators of 500-egg capacity.
- 1,254 electric water warmers for chickens.
- 12 electric oat sprouters.
- 78 sterilizers.

These figures do not include the many connections of home-made apparatus, such as broilers, sterilizers, oat sprouters, etc., of which there is a very considerable number. (Note: This does not include home equipment.)

In 1929 the Washington Water Power Company sold 11,035 pieces, which include the following items:

Appliance	Spokane Sold	Suburban Towns Sold	Total Sold 1929	Total Sold 1928
Electro-Kolds	...	6	6	24
Stimulators	38	24	62	....
Vacuum Cleaners	445	217	662	508
Waffle Irons	674	515	1,189	1,089
Electric Irons	618	642	1,260	1,531
Curling Irons	34	73	107	168
Percolators	463	339	802	678
Toasters	366	260	626	663
Corn Poppers	241	180	421	599
Air Heaters	250	314	564	685
Grills	3	77	80	35
Hot Plates	396	418	814	432
Ironers	222	206	428	281
Washers	352	761	1,133	662
Ranges	475	343	818	1,126
Water Heaters	503	381	884	982
Heating Pads	210	232	442	136
Fans	14	93	107	No record
Heavy Duty Items	36	No-record	36	41
Miscellaneous	186	408	594	684
Total	5,526	5,509	11,035	10,324

Fourth Short Course at Purdue

Registration at the Purdue Short Course on Rural Electrification held at Purdue University, Lafayette, Ind., October 23-25, showed delegates present from nine states. Of particular interest was the number of manufacturers present with exhibits.

Brooders Discussed

E. F. Kelly of the Central Illinois Public Service Co., read an interesting paper on "Rural Electrification Progress in the Great Lakes Division;" discussion on "Electric Brooders" was presented by Prof. Brooks, who explained experiments now being conducted with all makes of brooders on Indiana farms. A. V. Krewatch of the National Project, College Park, Md., described experiments which are being conducted on dairy sterilizers.

Other Topics

The subject of "Feed Grinders" was presented by F. W. Duffee; W. J. Parvis explained the construction of the Lyon and Oakes brooders; and Prof. J. H. Hilton of Purdue University gave a short talk on milking machines, describing the different makes on display in the exhibit hall. Prof. Burkholder, also of Purdue, discussed "Stationary Spray Plants," giving some interesting data regarding the cost of electric operation as compared with tractors. Several spray units were on display. Prof. R. E. Roberts spoke on "Use of Light with Growing Chicks."

Chas. B. Calvert, Pres. of the Indiana Michigan Electric Co., was toastmaster at the banquet held Friday evening. The other speakers of the occasion were: Roy Thurman, Commercial Mgr. of the Indianapolis Power & Light Co., and R. M. Feustel, Pres. of the Indiana Service Corp.

Prof. G. W. McCuen of the Ohio State University, presented information concerning equipment on the Marysville experimental line. County agents are cooperating with power companies according to information given by Mr. Hesler.

Merchandising Plan

C. V. Sorenson addressed the Saturday morning session and presented a detailed plan for merchandising electrical equipment and requested comments from the manufacturers' representatives present. After a brief discussion, it was stated that a special farm equipment sub-committee would be formed by the Great Lakes Division N. E. L. A. and mould meet soon to consider this merchandising problem as applied to the state of Indiana or the four states of the Great Lakes group.

In China, custom decrees that husbands and wives very seldom see each other before marriage. In America, though, it's different, as some husbands and wives here se dom see each other after marriage.

Delegates Present at Purdue Fourth Short Course

Committee on Rural Business of Empire State Gas & Electric Assn. Meet

Papers and Discussions Interesting; January Meeting at Buffalo

A MEETING of the Committee on Rural Business was held in the Hotel Seneca on Wednesday, October 15th, with the following present:

C. F. Bateholts, D. E. Blandy, George C. Brooks, L. S. Caple, T. S. Craig, A. P. Danz, F. L. Fairbanks, B. W. Faber, H. C. Fuller, K. H. Gorham, L. H. Hammond, R. G. Harvey, Willard W. Jurden, Morris H. Lloyd, M. W. Nixon, P. D. Pike, E. W. Pilgrim, B. B. Robb, F. M. Wigsten, and the following visitors: H. E. Besley, C. A. Garrison, C. K. Jones, George W. Kable, A. V. Krewatch, Lee C. Prickett, M. L. Sandell, G. G. Young.

Mr. C. K. Jones of the Esco Cabinet Company presented an interesting paper on "Ready Built Milk Cooling Tanks," in which he analyzed in detail the cost of the home-made concrete tank. In the discussion following the paper the opinion was expressed that the life of the concrete tank should be considerably longer than the ready-built tanks, but that the cost was dependent quite largely on the value placed by the farmer on his own time.

The Electric Range

As members of the Sub-Committee on Electric Range Operation, Professor F. L. Fairbanks and R. G. Harvey presented a report on the Electric Range in the Home. The advantages and disadvantages of the electric range were listed and data given relative to total hour consumption. The consideration of this report led to a discussion of wiring with particular reference to existing Underwriters' requirements, and it was suggested that the matter be brought to the attention of he Commitee on Wiring of the A. S. A. E. in the hope that some modification in Underwriters' requirements could be secured.

M. L. Sandell of the Eastman Kodak Company discussed informally the economics of motion picture preparation. He gave numerous figures as to the cost of preparation and all equipment necessary. Also, he called attention to the new farm electrification film just completed by the Westinghouse Company entitled, "In His Father's Footsteps," and to the older films, "The Yolk of the Past," produced by the General Electric Company, and "The Farm Electric," produced by the Visugraphic Corporation.

Report on Hay Drying

The committee was fortunate in having as a guest Mr. George W. Kable, Director of the National Rural Electric Project, who reported on Progress in Hay Drying. He told of successful experiments in several parts of the country and of different types of machines that are now being built from which it was apparent that very substantial progress is being made.

Mr. Chapin read a request from Chairman of the Rural Electric Service Committee of the N. E. L. A. for data relative to electric equipment which had been found successful in farm operation. Mr. Prickett of the C. R. E. A. explained the purpose of the request and the use which it was contemplated to make of the information. After a lively discussion, it was decided that Mr. Prickett should write to Mr. Chapin specifying exactly what information is required and that this will be forwarded to the members of the committee.

It was tentatively decided to hold the next meeting of the committee some time about the middle of January, either in Buffalo or Albany.

Edison GE Appliance Appoints Butler

Mr. H. K. Butler has recently been appointed Office Manager and Factory Branch Service Station Manager of the Seattle Office of the Edison General Electric Appliance Company.

Water Systems

(*Continued from page S 4*)

this most reasonably priced water system to fit your needs. Beginning June 1 to June 30 you may have the necessary electrical equipment for only a small amount down and pay the rest of it in unbelievably small payments.

Sit down and sign the inclosed card right away. Don't delay in finding out just what this (name of system) Water System will mean to you. We will be glad to tell you without any obligation to you.

Mail this card now—we pay the postage.

Very truly yours,
(Signed)
District Manager.

LETTER NO. 4

WISCONSIN POWER AND LIGHT CO.
Fond du Lac, Wisconsin

Mr. John Harris
Bowler, Wisconsin

Dear Mr. Harris:

Two or five cents a day is little enough to pay a hired man for pumping gallons of water for your stock to say nothing of carrying it in to the Mrs. for her wash day, and her every day needs!

Can you afford to be without a hired hand who will do this for you without a thought on your part?

You can have this very month a (name of system) Water System that works for you for this small sum a day and which will only cost a small amount down with the balance in very small monthly payments.

We are ready for the first time to offer you a real water system that you can afford to own. Special allowance for your old equipment, small payments, a demonstration truck ready to come out to your place and show you how it works.

Fill out the card now. No obligation to you at all.

This offer expires in a few weeks so mail the card today—no postage. Don't miss this opportunity to find out how little it really costs to own a water system.

Yours truly,
(Signed)
District Manager.

Rural Servicemen Meet

The Third Annual Rural Servicemen's Conference held November 13-15, 1930, at the Ohio State University, Columbus, was well attended by representatives from seven states.

A brief outline of the highlights of the program is given here.

Following the address of welcome delivered by Prof. Nisonger of, the College of Agriculture Eugene Holcomb presented a paper reviewing the progress made in rural electrication during the past five years.

Well Selected Subjects

Other papers presented and topics discussed at the opening session included: "Present Status of the Marysville Line," by Prof. I. P. Blauser; "Wiring for Electric Service on the Farm," by E. R. Meacham, Wisconsin Power & Light Co.; "Electrical Machinery Used on the Farm," by Russell Miller, a farmer of Sunbury, Ohio; "Farm Shop Possibilities," by R. D. Barden; "Light for Egg Production," by Prof. G. S. Vickers; and "Feed Grinder Characteristics," by E. A. Silver of the Ohio State University completed the afternoon session. Mr. Silver's discussion was illustrated with lantern slides.

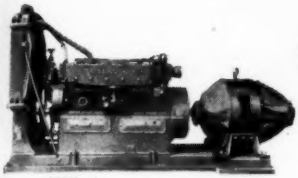
Friday's Sessions

The subjects presented Friday morning were of equal interest, the first being read by Prof. O. P. Blauser, covering a paper prepared by F. L. Rimbach of the New England Power Company on "Cooperation with County Agents;" an illustrated talk on "Electrical Appliances Used in Greenhouses," by R. C. Hienton of the Cleveland Electric Illuminating Co.; "Duties of a County Agent," by J. L. Shriver, County Agent, Clark County, Ohio; and "Hot Bed Heating," by G. E. Henderson of the Ohio Edison Co., Springfield, Ohio.

Water Heaters

A paper presented by H. C. Stephens of the Ohio Edison Company, Akron, on "Off Peak Water Heaters," opened the afternoon session. Following this Miss Evelyn Turner of the Michigan State College, East Lansing, gave a very interesting talk on "House Making Today vs. Yesterday;" Prof. T. E. Hienton of Purdue University read a paper on the "Uses and Limitations of 5 H.P. Utility Motors," and concluding the afternoon program was a talk

(*Continued on page S 15*)



20KW—AC or DC
and
SIX Cylinders!

This smooth, quiet UNIVERSAL SIX cylinder, 20 KW (A.C. or D.C.) Electric Plant is only one of a new series of models of four, six and eight cylinder plants offered by UNIVERSAL.

The complete Universal Line ranges from 1½ KW to 35 KW in both alternating and direct current.

Universal has never built a plant with less than 4 cylinders and Universal plants do not compete with conventional one and two cylinder farm plants. That's why so many farm plant dealers find it profitable to sell UNIVERSAL large size plants in addition to their regular farm plant line. Write today for catalog 52E and our dealer proposition.

Universal MOTOR CO. 18 UNIVERSAL DRIVE

MOTOR COMPANY
Oshkosh, Wisconsin U. S. A.

Electrify the Farmer's Pump

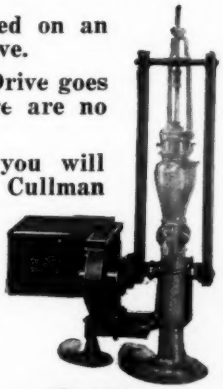
One of the first things needed on an electrified farm is a pump drive.

The Cullman Electric Pump Drive goes on the ordinary pump. There are no belts—no adjustments.

Sell a Cullman Drive and you will eventually sell a complete Cullman Water System.

Cullman can supply a complete frost-proof pressure system based on the Pump Drive as the first unit.

Let us quote you dealers prices.



CULLMAN WHEEL CO.
1342 Altgeld St., Chicago, Ill.

Cullman

Bob's Page

Devoted to Merchandising of Electrical Equipment in Rural Communities

Conducted by Robt. J. Fulton

No Crepe Hanging in 1931

The other day I came across a file in which had been tucked away some clippings concerning things in general that had interested us the day I first read them. Here are a few of them:

The Chinese have a proverb, "One dog barks at something; the rest bark at him."

One is reminded of this when studying the advertising put out today. There is too much barking at the leader and not enough at the public.

Dislike New Methods

People hate changes like poison. They invariably oppose the man who tries to introduce something new.

It took Pullman 7 years to sell the railroad presidents on his sleeping car idea.

It took McCormick 9 years to sell his first reaper.

It took Howe 12 years to find anyone to try his first sewing machine.

We are resisting changes as much as ever, but they are coming so thick and fast that we cannot retard them much, any longer.

Ideas Cause Change

We think of price when we think of competition, but the competition that is changing things is not price but ideas.

Don't say that *this* or *that* cannot be done, for it probably can. A good bunch of rural departments and farmers are saying you have to have a 7½ H.P. portable motor for the farm and that you cannot use a 5 H.P. portable motor for the various jobs. This means you do not and will not give the 5 H.P. portable farm motor the credit that is due it and that it not only deserves but demands.

When beer became taboo, did Pabst Brewery sit back, give up all hopes and say "We can't do anything?" *No* they did not. They set about in search of something to take its place and eventually decided to make cheese. Pabsett is the result and they are now doing a larger volume of business in cheese than they formerly did in making beer.

Look at Gillette Company and their new razor. They changed models at a time when others thought of retrenching and the new Gillette became instantly popular. It was purchased by millions. Remember this: while there is a Gillette razor that you can get free with a 35c. tube of shaving cream, they also have models for $5.00 each that they sell by the thousands; and other models sell for $10.00 up to $75.00 each. This proves that every person does not buy on price.

Create the Desire

You must remember that *selling* is creating the *desire* in your prospect's mind to possess that which you have and that the more you *create* the desire, the less *price* enters into it. Also the *quality* is remembered long after *price* is forgotten.

Old competition was based on PRICE, now it is SERVICE.

Good will is the disposition of the customers to return to the place where they have been well served.

So many of us like to sit down and hold a funeral over business and then hide ourselves in the black that goes with mourning. You that are doing this are unfair to the selling game. You are like the little girl who had bruised her finger. "Every time I touch it, it

hurts," the little girl said to her mother. Her mother asked, "Then why do you touch it?" The little girl replied: "To see how much it hurts."

Be Optimistic

The present day attitude and actions of a lot of salesmen in the electrical appliance trade are like this little girl. They not only "rub the sore spot to see how much it hurts," but they give support to the rest of the *crepe hangers* and mourners by either keeping quiet when they mourn or give them enthusiastic applause. Has the drouth of last summer ruined us as much as the professional and amateur sore-spot-rubbers tried to make us believe it did?

You Are Now Squaring Away for 1931

Nineteen hundred and thirty will soon be behind us and we should have no time for holding post-mortems. What has gone before should help us to tackle the future with a better understanding and with a *grim* determination to make 1931 the *banner* year of them all. You can do it if you will get yourself in the right mental attitude.

Servicemen Meet

(*Continued from page S* 12)

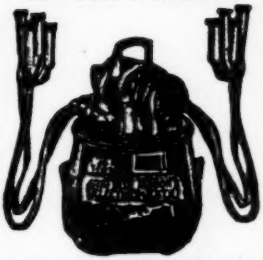
by H. N. Wood, Gen. Com'l Mgr., Ohio Edison Co., Akron, on "Ohio Order No. 110."

Round Table Discussion

The Saturday morning program opened with the Rural Merchandising Round Table discussion lead by W. J. Parvis of the Indiana Electric Corp., Indianapolis.

Other papers presented included: "My Company's Merchandising Policies," by C. D. Leiter of F. E. Myers & Bro. Co., Ashland, Ohio; C. G. Hillier, Westinghouse Elec. & Mfg. Co., Mansfield, Ohio; "Merchandising Electrical Equipment to Farmers," by J. B. Johnson, Ohio Public Service Co., Elyria, Ohio; and C. H. Hardesty, Gen. Mgr., Monoghela West. Penn Public Service Corp., Fairmont, W. Va.

Blue Ribbon Electric Milker



A Portable Milker Requiring No Installation

The "Blue Ribbon" is a self-contained milker, requiring no pipe lines or extra equipment of any kind. It operates direct from the light socket of either high line or farm light plant. A beautiful catalog and complete information will be sent on request. Write us today.

Electric Products Corporation
7 Bluff Ave., La Grange, Ill.

Indexes for Volumes I and II

A COMPLETE index of both Volumes I and II of ELECTRICITY ON THE FARM is now available. Copies will be furnished to any one interested upon request.

And why not make it easy to find what you want by keeping each year's issues together in a binder? We have a special one with the words ELECTRICITY ON THE FARM printed in gold ink on the cover. The cost is only $1.50.

Please address your requests either for the free index or the binders to Book Department Editor, ELECTRICITY ON THE FARM, 24 West 40th St., New York City.

Strauss Hot Water Heater

The Strauss Electric Appliance Company of Waukesha, Wis., have placed on the market a new hot water heater, developed primarily to meet the needs of dairymen who use milking machine equipment, and other accessories which require sterilization after each use.

This heater has a capacity of 6 gallons, operates on a 220-volt line, and heats this quantity of water to the boiling point in 45 minutes. It is issued under the name "Thermotube-Circulator."

Westinghouse Portable Farm Motor

A new fractional horsepower portable motor has recently been placed on the market by the Westinghouse Electric and Manufacturing Company. The unit is a standard Westinghouse motor, selected to meet the voltage requirements and other characteristics of rural electric service, and includes a kit of parts.

With this portable unit it is convenient for one motor to do various jobs. The kit includes a motor base, as many fixed bases as are required, handle supports, pulley, sentinel breaker for starting and motor protection, and fifteen feet of flexible cord. The unit operates on 110 or 220 volts A. C. or 32, 115, or 230 volts D. C., and may be obtained in sizes of either 1/6 or ¼ horsepower.

Edison G. E. Expands Manufacturing Facilities

The Edison General Electric Appliance Company, manufacturer of Hotpoint appliances and ranges, has purchased the W. J. Loth Stove Company of Waynesboro, Va.

This purchase provides a manufacturing point close to eastern and southern markets, just as the present Hotpoint plants in Chicago, Illinois, and Ontario, California supply the middle and far west markets.

A gradual, but immediate, expansion of the newly acquired Loth plant will eventually provide facilities for the making of Hotpoint irons, toasters, waffle irons, percolators and other appliances as well as electric ranges.

Manufacture of Loth stoves will be continued, at least for the present. The Loth Stove has had a long successful history. It was first made in 1890 and has become one of the best known stoves in the South. Capt. Richard H. Clemmer, General Manager of the Loth Company, will remain with the new organization and serve as general manager of the Waynesboro plant.

Papec Announces Farm Type Feed Mixer

The Papec Machine Company of Shortsville, N. Y., manufacturers of feed grinders, ensilage cutters and hay choppers, have just announced a new half-ton feed mixer. The company believe they have solved the feed mixing problem for the farmer and dairyman who heretofor could not afford to pay the high purchase price of mixing equipment by the simplification and standardization of such a mixer which can be produced at a moderate cost.

Universal Appoints New Argentine Distributor

The firm of P. C. Goffre & Cia, 720 Pamana—732, Viamonte 1515, Buenos Aires, has been awarded the franchise for the distribution of Universal Marine Motors, electric plants and other Universal equipment in the Argentine.

Metal Specialties Appoint New Sales Manager

The Metal Specialties Manufacturing Company, 338-352 North Kedzie Avenue, Chicago, Ill., manufacturers of Presto spray painting equipment and automotive accessories, announce the appointment of Stanley H. Twist as Sales Manager. Mr. Twist, who will direct the expansion program planned by the company, comes direct from the Bell & Howell Company where he has successfully completed a similar task.

Reference Book for Water System Dealers. A new 32-page illustrated booklet, which includes information on estimating requirements of water supply, also installation of shallow or deep well systems, has been just published by the Geo. D. Roper Corp., Rockford, Ill. This book will be found useful as a reference text on various phases of water systems.

Coming Meetings

MISSOURI ASSN. OF PUBLIC UTILITIES. Annual state convention April 16, 17, 18, 1931 at Excelsior Springs, Mo. Jesse Blythe, Assistant Secretary, Merchants Bank B'dg., 103 West High St., Jefferson City, Mo.

DIG OUT NOW

Now is the time to find out exactly how much and for how little cost electric servants will work for you.

Here's a list of the jobs that this magic force can do. Use the coupon below for full information.

POULTRY
- 11 Incubators
- 110 Brooders
- 112 No Voltage Alarms
- 12 Time Switches
- 120 Reflectors
- 13 Drinking Fountain Warmers
- 14 Ultra Violet Light
- 15 Egg Testers
- 16 Oat Sprouters
- 17 Sprayers (Paint & Disinfectant)

CROPS
- 21 Feed Grinders
- 210 Ensilage Cutters
- 211 Oat Hullers
- 212 Corn Shellers
- 22 Hay Hoists
- 23 Feed Mixers
- 24 Fruit & Vegetable Graders
- 240 Fruit & Vegetable Washers
- 25 Food Dehydrators
- 26 Grain Graders & Cleaners
- 27 Portable Elevators
- 28 Stationary Spray Plants

WATER SUPPLY
- 31 Automatic Water Systems
- 310 Pump Jacks
- 32 Irrigation Systems
- 33 Sewage Disposal Equipment
- 34 Plumbing Fixtures
- 35 Water Softeners
- 36 Water Heaters

HOUSEHOLD
- 41 Ironing Machines
- 410 Dishwashers
- 411 Flat Irons
- 42 Household Motors
- 420 Electric Clocks
- 421 Ice Cream Freezers
- 422 Food Preparing Machines
- 43 Ranges
- 430 Hot Plates
- 44 Refrigerators
- 45 Sewing Machines
- 46 Table Appliances
- 47 Vacuum Cleaners
- 48 Clothes Washers

REPAIR AND MAINTENANCE
- 51 Soldering Irons
- 510 Tool Grinders
- 52 General Purpose Motors
- 53 Drills
- 54 Paint Sprayers
- 55 Saws
- 56 Woodworking Machinery
- 57 Concrete Mixers

ENTERTAINMENT
- 61 House Current Radio Sets
- 610 Radio Battery Eliminators
- 62 Radio Tubes
- 63 Home Movie Projectors
- 64 Electrical Toys
- 65 Talking Machines

WIRING AND LIGHTING
- 71 Incandescent Lamps
- 710 Floor and Table Lamps
- 72 Lighting Fixtures
- 73 Wiring Supplies
- 74 Decorative Lighting
- 75 Highway Lighting

DAIRY
- 71 Bottle Washers
- 82 Churns
- 83 Cream Separators
- 84 Dairy Sterilizers
- 85 Milk Coolers
- 86 Milking Machines
- 87 Milk Testers
- 88 Clipping Machines
- 880 Grooming Machines
- 89 Dairy Water Heaters

MISCELLANEOUS
- 81 Bottle Washers
- 910 Portable Heaters
- 911 Heating Pads
- 912 Therapeutic Lamps
- 913 Curling Irons
- 93 Milk Warmers
- **94 Fans**
- 941 Insulating Materials
- 95 Floor Polishers
- 96 Ventilators
- 98 Insect Traps and Screens
- 99 Oil Burning Furnaces

— — TEAR OFF HERE — — -

ELECTRICITY on the FARM

24 W. 40th St., New York

Without cost to me, please have manufacturers send complete information on the Electric Equipment specified.

Nos. .....

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Name.....

Address.....

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I get electricity from.....

.....

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For information on Equipment not listed above, write on margin. 12-30

Why "Electricity on the Farm" is so enthusiastically endorsed

For the Power Company — "Electricity on the Farm" makes possible the intensive education and stimulation of their farm customers and immediate prospects for service, at the lowest possible cost. Through the distribution of this monthly magazine Power Companies can confine their sales promotional activities to selected farms which they know can be profitably served.

For the Manufacturer of electrically-operated equipment — "Electricity on the Farm" provides a direct approach (with all waste circulation eliminated) to that portion of the farm market known to be prospects for their products, making possible the economical cultivation of this rapidly-growing receptive market.

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*This is the first of a series of questions about "Electricity on the Farm" which will be answered in this space each month.

M. S.—12